

**IN THE CLAIMS:**

The following listing of claims replaces all prior versions and listings of claims in the present application.

**Listing of Claims:**

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Claims 1-20. (Cancelled)

Claim 21. (Previously Presented) Apparatus for displaying information, said apparatus comprising:

display means; and

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activation means coupled to said display means, for causing said display means to display predefined information upon reception of predefined acoustically propagated data broadcast by a commercial broadcast source;

wherein said commercial broadcast source comprises one of a commercial radio broadcaster and a commercial television broadcaster.

Claim 22. (Previously Presented) Apparatus as claimed in Claim 21, wherein said acoustic signal is digitally modulated.

Claim 23. (Previously Presented) Apparatus as claimed in Claim 21, further comprising programming means for programming said predefined data and said predefined information.

Claim 24. (Previously Presented) Apparatus as claimed in Claim 21, wherein said display means is a liquid crystal display.

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Claim 25. (Previously Presented) Apparatus as claimed in Claim 21, wherein said activation means is an application specific integrated circuit.

Claim 26. (Previously Presented) Apparatus as claimed in Claim 21, wherein said apparatus further includes a microphone, an analogue to digital interface, a programmable digital processor and a battery.

Claim 27. (Previously Presented) Apparatus as claimed in Claim 21, wherein predefined information is an advertisement.

Claim 28. (Previously Presented) Apparatus as claimed in Claim 21, wherein said predefined information is a message.

Claim 29. (Previously Presented) A method for displaying information, said method comprising:

receiving an acoustic signal;

comparing said received acoustic signal with a predefined signal;

and

when said received acoustic signal matches said predefined signal,  
displaying predefined information;

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wherein said received acoustic signal is commercially broadcast via one of radio and television transmission.

Claim 30. (Previously Presented) The method as claimed in Claim 29, wherein said predefined signal and said predefined information are predefined by a computer program.

Claim 31. (Previously Presented) The method as claimed in Claim 30, wherein said commercially broadcast acoustic signal is an advertisement.

Claim 32. (Previously Presented) Apparatus for selectively displaying predetermined information, comprising:

means for receiving an acoustically propagated signal derived from commercially broadcast information which is transmitted by one of radio and television;

means for comparing a content of said acoustically propagated signal with a stored predefined signal content;

a human detectable output unit; and

C4  
means for causing said output unit to generate a predetermined information signal upon detection of a match between said acoustically propagated signal and said predefined signal content, said predetermined information signal being generated in one of visually and audibly detectable form.

Claim 33. (Currently Amended) A method for displaying information, said method comprising:

embedding a predetermined acoustic signal a soundtrack to be transmitted to an entertainment device;

transmitting the soundtrack to the entertainment device;

emitting the acoustic signal from the entertainment device;

comparing said acoustic signal with a predefined signal, and

upon said received acoustic signal matching said predetermined  
signal, displaying predefined information;

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wherein the entertainment device comprises one of:

a radio receiver;

a television receiver; and

a cinema system; [[; or]]

~~an internet receiver.~~

Claim 34. (Previously Presented) A method according to Claim 33,  
wherein said method includes the further step of:

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storing a representation of said predefined signal and said  
predefined information in the acoustically activated device.

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